

# Jay Gould



BORN: MAY 27<sup>th</sup>, 1836,  
Roxbury, NY

DIED: DECEMBER 2<sup>nd</sup>, 1892  
New York, NY

Robber Baron

Born by the name of Jason  
Gould

# TIMELINE

- 1859-Became interested in the stocks of small railways.
- 1867-Became director of Erie Railroad
- 1869-Attempted to corner the Gold Market.
- 1872-He was forced to give up the control of the Erie Railroad Company
- 1874-Took Control of the Union Pacific Railroad Company.
- 1881- By this time he owned 15% of the U.S Railroad Mileage
- 1882- He pulled out of the Union Pacific Company and began building a new rail system southwest of St. Louis.
- 1883- He became the new owner of the newspaper, the “New York World”.

# What industries and trades were Jay Gould involved in?

- He was involved in building railroads.
- He was the principle owner of Erie Railroad Company and later, he owned the Union Pacific Company.
- His companies was one of the main producers of railroads during the time.
- His company produced and sold railroads.

# Who was the target market for Jay Gould's corporation?

- The target market for Jay Gould was all the people who wanted to buy railroads. Gould wanted people to invest in his company because he wanted it to be strong.
- He also wanted people to ride his railroads and use his railroads for shipping.
- He had many people invest in the stock of his company.

# Who was Jay Gould's competition?

- Jay Gould's main competition were Daniel Drew, James Fisk, and Cornelius Vanderbilt.
- Jay Gould sent these three men into bankruptcy and he and Fisk became notorious in the manipulation of the Erie Railroad's stock.

# What did Jay Gould do to vertically integrate his corporation?

- To vertically integrate his corporation, Jay Gould took control of Western Union Telegraph company and a major newspapers called the “New York World”
- He also relied on businessmen, bankers, brokers and stock-exchanges to help him promote his railroad companies.

# How did (Slide 6) cut costs?

- It cut costs for Gould because he took over the companies and made advertising easier and cheaper for him.

# What did Jay Gould do to horizontally integrate his corporation?

- To horizontally integrate his company Jay Gould bought up more companies in his name.
- After buying the Erie Railroad company he brought the Union Pacific Railroad Company. Even though the Erie Company went bankrupt, he still expanded his company horizontally.



# How did (Slide 8) cut costs?

- This helped cut costs because Gould was able to produce and ship his railroads closer to the company.
- By making companies all around the country it was cheaper for his company to send the railroads.

# What Did Jay Gould Do With The Money He Made?

- In 1872 the public forced Gould to give up control of the Erie Railroad so he began buying large blocks of stock in Union Pacific Railroad Company and acquired control of that company in 1874.
- By 1881 he owned 15% of all U.S. rail mileage.
- He used some money to persuade judges who were already overpaid.
- He also kept a lot of the money he earned. He did not create a college or foundation like other the tycoons of his day did.

# What impact did Jay Gould have on his industry or trade?

- Jay Gould made a huge impact on his railroad industry.
- He was the owner of the Erie Railroad Company which was one of the largest railroad companies in the US.
- He and 3 other businessmen fought over the Erie Railroad Company for many years also.

# What impact did Jay Gould have on the United States?

- Jay Gould's company was one of the main producers of railroad companies during his time. His companies impacted America greatly because it helped produce 15% of the railroad in the US
- The Union Pacific Company helped produce a huge amount of railroad to the southwest of St. Louis.